

REP HEADLINE# 6371558 TRF# F:363715
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT15/12 19.01
 CHANGES ** WFLA-TV ***

ADV # _____ ADV. NAME POLI/M ROMNEY/K/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____

AGY # _____ AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET

SALES PRSN WA- MEGHAN MCGARR (H)

BEVERLY, MA 01915

ORDER # _____ CONTRACT # 6371558 CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT ROMNEY *ADD TO SKED* EST#24 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT14/12 OCT19/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT15/12 19.01

REP: REVISION/MAKEGOOD 10/15
 HEADLINE EXTENDED TO 10/19
 SPOTS CANCELED LN 17
 LN 18 ADDED
 NEW TTL \$31,250
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ROMNEY FOR PRESIDENT

gmh

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 24

17	S		1000E-1100P	30		\$3,600.00	10/16	10/16	0		TUE	0
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PROGRAM : PARENTHOOD
 CON COM1: PARENTHOOD

18	A		630P-700P	30		\$5,000.00	10/17	10/19	2		W-F	2
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PROGRAM : NEWS
 CON COM1: NEWS

NOV 01 2012

10/17/12 *REC* *8*

FAX# 703-515-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP OCT15/12 19.01
CHANGES *** WFLA-TV ***

CONTRACT TOTAL	31250.00
TOTAL SPOTS	45

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 809 Issue 2



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 31250	Campaign Ref: E:063715580
Buyer: US	Client/Product/Estimate: / / 124	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06371558
Est./PO Number: 06371558	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Romney *Add To Sked*	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	M-F 5a News MT.....	03	150	30 Comme	Nbr of Spots	4	4	600
2	M-F 530a News MT.....	01	470	30 Comme	Nbr of Spots	4	4	1880
3	M-F 7a Today Show MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
4	M-F 10a News MT.....	03	160	30 Comme	Nbr of Spots	4	4	640
5	M-F 1030a Extra MT.....	03	160	30 Comme	Nbr of Spots	4	4	640
6	M-F 1p Days Of Our Lives MT.....	03	400	30 Comme	Nbr of Spots	2	2	800
7	M-F 11a Daytime MT.....	03	160	30 Comme	Nbr of Spots	4	4	640
8	M-F 2p Rachael Ray MT.....	03	250	30 Comme	Nbr of Spots	2	2	500
9	M-F 3p Doctors MT.....	03	450	30 Comme	Nbr of Spots	2	2	900
Weekly Totals: Total Spots(Ord Spots)					1	44	45	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 809 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 31250	Campaign Ref: E:063715580
Buyer: US	Client/Product/Estimate: . / /24	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06371558
Est./PO Number: 06371558	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
10	MT..... M-F 4p Dr Oz MT.....	03	600	30 Comme	Nbr of Spots	4	4	2400
11	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
12	M-F 530p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
13	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots	1	1	750
14	M-F 730p Entertainment Tonight MT.....	01	2000	30 Comme	Nbr of Spots	2	2	4000
15	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	650	30 Comme	Nbr of Spots	2	2	1300
16	M-F 1237a ET / 1137p CT Late Night MT.....	01	400	30 Comme	Nbr of Spots	2	2	800
17	M-F 630p ET / 530p CT NBC Nightly News ..WTF..	01	5000	30 Comme	Nbr of Spots	2	2	10000
Weekly Totals:					Total Spots(Ord Spots)	1	44	45

Grand Totals

		Month 10 Weeks: 4	
Totals		10/08	10/15
Spots	45	1	44
Cost	31250	750	30500

Grand Totals:

Spots:	45
Gross Total:	31,250.00
Commission:	4,687.50
Net Total:	26,562.50

OCT 12 / 12 1.8.55

OCT11/12 18.55
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1000A-1030A	30		\$160.00	10/15	10/16	4		M-TU	4
PROGRAM : MIDDAY NEWS 10A												
CON COM1 : MIDDAY NEWS 10A												
5			1030A-1100A	30		\$160.00	10/15	10/16	4		M-TU	4
PROGRAM : EXTRA												
CON COM1 : EXTRA												
6			100P-200P	30		\$400.00	10/15	10/16	2		M-TU	2
PROGRAM : DAYS OF OUR LIVES												
CON COM1 : DAYS OF OUR LIVES												
7			1100A-1200N	30		\$160.00	10/15	10/16	4		M-TU	4
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
8			200P-300P	30		\$250.00	10/15	10/16	2		M-TU	2
PROGRAM : RACHEL RAY												
CON COM1 : RACHEL RAY												
9			300P-400P	30		\$450.00	10/15	10/16	2		M-TU	2
PROGRAM : DOCTORS												
CON COM1 : DOCTORS												
10			400P-500P	30		\$600.00	10/15	10/16	4		M-TU	4
PROGRAM : DR OZ												
CON COM1 : DR OZ												
11			500P-530P	30		\$900.00	10/15	10/16	2		M-TU	2
PROGRAM : 5P NEWS												
CON COM1 : 5P NEWS												
12			530P-600P	30		\$900.00	10/15	10/16	2		M-TU	2
PROGRAM : 530P NEWS												
CON COM1 : 530P NEWS												

REP HEADLINE# 6371558
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT11/12 18.55
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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13			600P-630P	30		\$750.00	10/14	10/14	1		SUN	1
PROGRAM : SUN OF NEWS												
CON COM1: SUN OF NEWS												

14			730P-800P	30		\$2,000.00	10/15	10/16	2		M-TU	2
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												

15			1135P-1237A	30		\$650.00	10/15	10/16	2		M-TU	2
PROGRAM : TONIGHT SHOW												
CON COM1: TONIGHT SHOW												

16			1237A-136A	30		\$400.00	10/15	10/16	2		M-TU	2
PROGRAM : FALLON												
CON COM1: FALLON												

17			1000P-1100P	30		\$3,600.00	10/16	10/16	2		TUE	2
PROGRAM : PARENTHOOD												
CON COM1: PARENTHOOD												

OCT/12 28450.00 CONTRACT TOTAL 28450.00
 TOTAL SPOTS 45

MARKET TOTALS \$130,476 WFLA 21% WFTS 26% WTSP 21% WTVT 22% WTOG 1% WTTA 1% WMOR 1%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI
 DEMOS- RA35+*

Handwritten: ②
 144- debit

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 805 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601
PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	21250	Campaign Ref:	E:063715580
Buyer:	US	Client/Product/Estimate:	1/24	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06371558
Est./PO Number:	06371558	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney *Add To Sked*	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	M-F 5a News MT.....	03	150	30 Comme	Nbr of Spots	4	4	600
2	M-F 530a News MT.....	01	470	30 Comme	Nbr of Spots	4	4	1880
3	M-F 7a Today Show MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
4	M-F 10a News MT.....	03	160	30 Comme	Nbr of Spots	4	4	640
5	M-F 1030a Extra MT.....	03	160	30 Comme	Nbr of Spots	4	4	640
6	M-F 1p Days Of Our Lives MT.....	03	400	30 Comme	Nbr of Spots	2	2	800
7	M-F 11a Daytime MT.....	03	160	30 Comme	Nbr of Spots	4	4	640
8	M-F 2p Rachael Ray MT.....	03	250	30 Comme	Nbr of Spots	2	2	500
9	M-F 3p Doctors MT.....	03	450	30 Comme	Nbr of Spots	2	2	900
Weekly Totals: Total Spots(Ord Spots)					1	42	43	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 805 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 21250	Campaign Ref: E:063715580
Buyer: US	Client/Product/Estimate: / / 24	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06371558
Est./PO Number: 06371558	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
10	M-F 4p Dr Oz MT.....	03	600	30 Comme		4	4	2400
11	M-F 5p News MT.....	03	900	30 Comme		2	2	1800
12	M-F 530p News MT.....	03	900	30 Comme		2	2	1800
13	Sun 6p NewsS	03	750	30 Comme	1		1	750
14	M-F 730p Entertainment Tonight MT.....	01	2000	30 Comme		2	2	4000
15	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	650	30 Comme		2	2	1300
16	M-F 1237a ET / 1137p CT Late Night MT.....	01	400	30 Comme		2	2	800
Weekly Totals: Total Spots(Ord Spots)					1	42	43	

Grand Totals				Month 10 Weeks: 4	
Totals		10/08	10/15		
Spots	43	1	42		
Cost	21250	750	20500		

Grand Totals:

Spots:	43
Gross Total:	21,250.00
Commission:	3,187.50
Net Total:	18,062.50



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

REP: WFLA (Washington Oc)
SLSP: HRP Washington, OC
ADV: Mitt Romney/ R/ President/ U
PROD: Romney *Add To Sked*

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063715580
WFLA
INVOICE NUMBER 0100033196
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/08/12-10/21/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /24
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 5a News	150.00	1	4				*WFLA :30 Commercial		
				10/15	MO	05:10A	30 2012MRFP140	150.00	
				10/15	MO	05:29A	30 2012MRFP141	150.00	
				10/16	TU	05:10A	30 2012MRFP131	150.00	
				10/16	TU	05:27A	30 2012MRFP131	150.00	
M-F 530a News	470.00	2	4				*WFLA :30 Commercial		
				10/15	MO	05:40A	30 2012MRFP141	470.00	
				10/15	MO	05:51A	30 2012MRFP131	470.00	
				10/16	TU	05:42A	30 2012MRFP140	470.00	
				10/16	TU	05:59A	30 2012MRFP131	470.00	
M-F 7a Today Show	900.00	3	2				*WFLA :30 Commercial		
				10/15	MO	08:51A	30 2012MRFP131	900.00	
				10/16	TU	07:21A	30 2012MRFP141	900.00	
M-F 10a News	160.00	4	4				*WFLA :30 Commercial		
				10/15	MO	10:16A	30 2012MRFP131	160.00	
				10/15	MO	10:28A	30 2012MRFP140	160.00	
				10/16	TU	10:20A	30 2012MRFP131	160.00	
				10/16	TU	10:25A	30 2012MRFP131	160.00	
M-F 1030a Extra	160.00	5	4				*WFLA :30 Commercial		
				10/15	MO	10:42A	30 2012MRFP141	160.00	
				10/15	MO	10:54A	30 2012MRFP131	160.00	
				10/16	TU	10:42A	30 2012MRFP140	160.00	
				10/16	TU	10:55A	30 2012MRFP141	160.00	
M-F 1p Days Of Our Lives	400.00	6	2				*WFLA :30 Commercial		
				10/15	MO	01:59P	30 2012MRFP141	400.00	
				10/16	TU	01:58P	30 2012MRFP140	400.00	
M-F 11a Daytime	160.00	7	4				*WFLA :30 Commercial		
				10/15	MO	11:07A	30 2012MRFP131	160.00	

*** Continued ***

PERIOD COST	31,250.00	45 Total Units			
		ACTUAL GROSS BILLING	31,250.00	Debits	.00
		AGENCY COMMISSION	4,687.50	Credits	.00
		NET DUE	26,562.50	SUB-TOTALS	.00
				TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Mitt Romney/ R/ President/ U
PRODUCT Romney *Add To Sked*

INVOICE NUMBER 0100033196
BROADCAST MONTH 10/01/2012 - 10/28,
AMOUNT DUE 26,562.50

REMIT TO:

*00160

000134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000134029 00000100033196 002656250 7



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

REP: WFLA (Washington Oc)
SLSP: HRP Washington, OC
ADV: Mitt Romney/ R/ President/ U
PROD: Romney *Add To Sked*

2012
INVOICE DATE 10/28/12 E:063715580
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033196
PAGE 2
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/08/12-10/21/12
Standard Broadcast Month
TERMS. NET 30 DAYS

REF#: . / . /24
Oesc: Campaign Option Number 1. Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
			10/15	MO	11:37A	30 2012MRFP140	160.00	
			10/16	TU	11:21A	30 2012MRFP131	160.00	
			10/16	TU	11:36A	30 2012MRFP131	160.00	
M-F 2p Rachael Ray	250.00	8 2	10/15	MO	02:52P	30 2012MRFP131	250.00	
			10/16	TU	02:43P	30 2012MRFP141	250.00	
M-F 3p Ooctors	450.00	9 2	10/15	MO	03:09P	30 2012MRFP131	450.00	
			10/16	TU	03:39P	30 2012MRFP131	450.00	
M-F 4p Or Oz	600.00	10 4	10/15	MO	04:20P	30 2012MRFP140	600.00	
			10/15	MO	04:27P	30 2012MRFP141	600.00	
			10/16	TU	04:41P	30 2012MRFP131	600.00	
			10/16	TU	04:56P	30 2012MRFP140	600.00	
M-F 5p News	900.00	11 2	10/15	MO	05:28P	30 2012MRFP131	900.00	
			10/16	TU	05:28P	30 2012MRFP141	900.00	
M-F 530p News	900.00	12 2	10/15	MO	05:37P	30 2012MRFP131	900.00	
			10/16	TU	05:39P	30 2012MRFP131	900.00	
Sun 6p News	750.00	13 1	10/14	SU	06:14P	30 2012MRFP131	750.00	
M-F 730p Entertainment Tonight	2000.00	14 2	10/15	MO	07:40P	30 2012MRFP140	2000.00	
			10/16	TU	07:46P	30 2012MRFP131	2000.00	
M-F 1135p ET / 1035p CT Tonigh	650.00	15 2	10/15	MO	11:58P	30 2012MRFP141	650.00	
			10/16	TU	12:32A	30 2012MRFP140	650.00	
M-F 1237a ET / 1137p CT Late N	400.00	16 2	10/15	MO	01:33A	30 2012MRFP140	400.00	
			10/16	TU	01:21A	30 2012MRFP141	400.00	
M-F 630p ET / 530p CT NBC Nigh	5000.00	17 2	10/18	TH	06:51P	30 2012MRFP131	5000.00	
			10/19	FR	06:59P	30 2012MRFP131	5000.00	
Total Airtime Gross Spot Revenue:			31,250.00					

PERIOD COST 31,250.00

45 Total Units
ACTUAL GROSS BILLING 31,250.00
AGENCY COMMISSION 4,687.50
NET DUE 26,562.50

SUB-TOTALS Oebits .00
Credits .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.